



# AKRAYA | Trusted Talent

## Customer Success Story



### Client Profile:

**Industry:**  
Customer Interaction  
Management

**Company:**  
Genesys

**Akraya Client  
Since:** 2001

**Project:**  
Mobility

**A global leader in Customer Interaction Management software relied on Akraya's Mobile Services team to enable rapid adoption of their new mobile platform.**

### Background

Genesys is a Fortune 500 Company and a global leader in the contact center software space with an international presence. It is a leading Company in computer telephony integration software that brings together phones, computers, databases, and the Internet for customer contact centers and other call centers.

Genesys had created a new mobile extension platform for their Customer Interaction Management software. Their clients could now implement innovative solutions for mobile customers to access "live" customer support via Video, Email, SMS and Chat.

### Challenge

Akraya's task was to demonstrate the capabilities of the new Genesys Mobile Engagement platform, including call routing and orchestration, connecting mobile customers to "live" customer service and also to create a set of innovative and impactful solutions as iOS and Android native apps. The solutions had to be fully tested and the code documented for client software engineers to create custom mobile applications.

### Solution

The Akraya Mobile Solutions Practice team leveraged their deep expertise in visualizing, designing, building and testing iOS and Android native apps. Four innovative & impactful solutions were created for the Banking, Insurance, Airlines and Software verticals.

The Akraya team utilized a combination of Objective C & Java, Sencha Touch, HTML 5, JSON, jQuery Mobile, PhoneGap, RESTful Web Services and DeviceAnywhere for building and testing the hybrid apps.

The capability testing of the solutions ensured:

- A consistent experience across the diverse set of mobile devices, networks and platforms.
- Mobile users experienced their brand, product or service the way they intended.

### Results

The Genesys Mobile Engagement platform became the prime engine of future growth of the Genesys Customer Interaction Management software, worldwide.